

Downtown Circulator (Shuttle)

- What role do shuttles have in the redevelopment of downtown?
- Where should shuttles run?
- How do they integrate with the Star Tran fixed routes?
- How does transit influence development?
- How will shuttle service be funded?



Opportunity to...

- Reach new markets by expanding hours and changing routes
- Create "one-stop" parking
- Tie University to downtown
- Simplify transit services & create shuttle brand
- Reduce need for short auto trips on downtown roadways



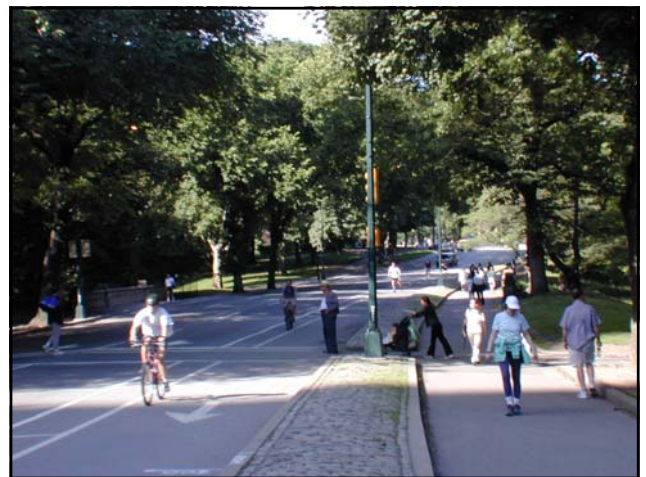
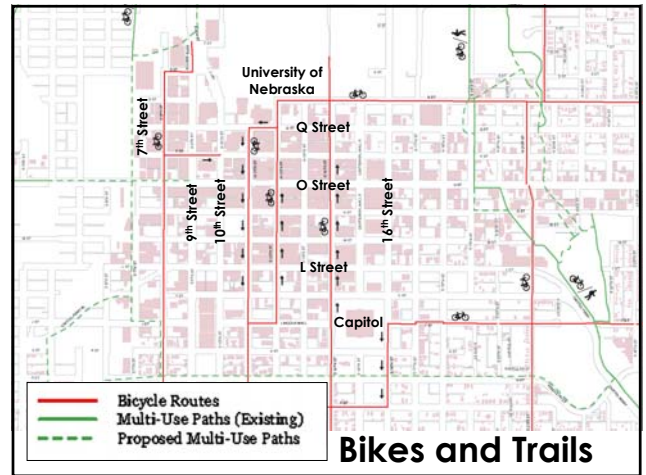
Challenged by...

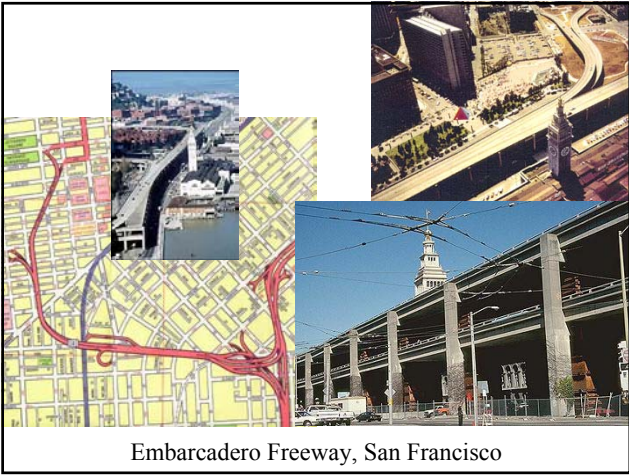
- limited disincentive to driving
 - parking is relatively cheap and available
 - roadway congestion is minimal
- historic perception of transit
- limits on public funding



Common Circulator Technologies

- Bus or Mini-Bus
 - Fits current operations
 - Cheapest to operate
 - Highly flexible
- Rubber-Tired "Vintage" Trolley
 - Historic appeal
 - Seasonal
 - Less reliable than bus
- Modern Rail Streetcar
 - Expensive
 - Ridership premium
 - Development tool





Embarcadero Freeway, San Francisco



